



“Arctic Home” Campaign Fact Sheet

- Coca-Cola and World Wildlife Fund (WWF) are joining together to help protect the polar bear’s home. Together, they are raising awareness and funds to help create a safe haven for the bears through a project called “Arctic Home.”
- WWF has a vision to help protect the polar bear’s Arctic home. This includes working with local residents to manage an area high in the Arctic where the summer sea ice will likely persist the longest. This area—potentially covering 500,000 square miles—could provide a home for the polar bear while protecting the cultural and economic needs of local people.
- To call attention to this cause, Coca-Cola is introducing limited-edition “Arctic Home” Coke cans. In addition to these cans, bottle caps will be white on: Coke, Diet Coke, Coke Zero, Sprite, Sprite Zero, Fanta, Nestea, Minute Maid and other popular Coca-Cola products. The limited-edition cans and bottle caps will be on store shelves November 1, 2011 to February 2012.
- The “Arctic Home” cans will feature the image of a mother polar bear and her two cubs making their way across the Arctic. Starting November 1, the familiar red can background will be replaced with an all-white panorama, highlighted by the iconic Coca-Cola script printed in red. In early December, the white cans will be joined by the next limited-edition “Arctic Home” cans featuring the same polar bears with a red background.
- Coca-Cola is making an initial donation of \$2 million to WWF and inviting everyone to join the effort. By texting the package code to 357357, people can make an individual donation of \$1 toward WWF’s efforts to protect the polar bear’s home. They also can donate online at ArcticHome.com. Coca-Cola will match all donations made with a package code by March 15, 2012, up to \$1 million.
- Funds raised will support WWF’s polar bear conservation work. This includes working with local communities, supporting cutting-edge research, and carrying out additional conservation work with partners.
- Between the initial donation and matching funds, Coke is committing up to \$3 million. This is in addition to the more than \$1 million Coca-Cola has donated to WWF for polar bear conservation over the last four years.
- As a way of thanking people for their donation, they will receive a virtual Arctic parcel on ArcticHome.com, starting November 1, 2011. From the site, people can: name their parcel, invite friends to be neighbors, conduct live chats with Arctic researchers and track virtual polar bear sightings.

- New television, print and digital ads, as well as in-store promotions, will further encourage people to get involved. And, many of Coca-Cola's retail, entertainment and restaurant partners are conducting promotions to help spread the word.
- Coca-Cola and WWF are also working with Academy Award[®] nominated filmmakers MacGillivray Freeman Films, co-producers of the new IMAX[®] film *To The Arctic 3D*, along with Warner Bros. Pictures and IMAX Corporation. Coca-Cola's "Arctic Home" television commercials and website feature sneak preview footage of the film, which brings to life the story of the polar bear for consumers. Scheduled for release exclusively in IMAX[®] theatres in 2012, the film follows a mother polar bear and her two cubs as they navigate the Arctic wilderness they call home.
- "Arctic Home" is another expression of Coca-Cola's *Live Positively* philosophy, to make a positive difference in the world through sustainable business practices.

Long-Term Partnership

- For a number of years, Coca-Cola and WWF have collaborated on important environmental initiatives ranging from polar bear protection to freshwater conservation.
- In 2007, Coca-Cola and WWF announced a transformational partnership to conserve freshwater resources throughout the world. By combining their international strengths and resources, Coca-Cola and WWF are able to achieve results beyond what each organization could do on its own. To learn more about this global partnership, visit www.worldwildlife.org/water/cocacola.
- Over the last four years, Coca-Cola has supported WWF Arctic research and conservation efforts. Coca-Cola's efforts have helped WWF carry out important fieldwork, as well as purchase needed polar trackers and research equipment.